

Stay the
Course
Long
Enough
to
Discover
the Magic
for
Yourself

Years ago, I uncovered four levels of what I call "pursuit" in network marketing. Each one leads to greater appreciation and a higher consciousness: Money, Freedom, Helping People, and Changing the World.

William Barclay said, "There are two great days in a person's life; the day we are born and the day we know why."

For me, I thought my why was to teach the teachers in order to impact more students. That is why I pursued a career at Kent State University. I was partly right. My why was to teach the teachers, but little did I know it was in this amazing, crazy world of network marketing. I know in my heart that I was always destined to be here. It is the one place I always felt I truly belonged.

Network marketing for me was no cakewalk. Anyone who knows my story knows how much I struggled the first fifteen months.

But when I finally cracked the code, I was unstoppable.

The pursuit was always exhilarating, and over the years I learned to identify and experience the different levels of achievement; I discovered how each one would take you to an even higher level of maturity and understanding of how truly miraculous network marketing really is.

Few people actually stay the course long enough to discover the magic of this business, but once they do, they will never contemplate doing anything else.

Years ago, I actually uncovered four levels of pursuit in network marketing; each one led to a higher consciousness and a greater appreciation. The first was all about money.

When I figured out how to build a network marketing business, I was passionate about paying off my bills, getting a new car, building a house, and doing things for my family. I quadrupled my teaching salary. I was on fire.

After my financial needs were met, I moved into level two, which was the pursuit of freedom. There's no question that teaching at a university is a fairly free existence. I like change, so teaching new students every ten weeks, with a break in between for good behavior, was about as close to perfect as a job could be for me.

But the idea of being totally free and never using an alarm clock again was extremely appealing. Most people never contemplate being totally free. It is an amazing existence to be able to live where you want to live and do what you want to do.

We live in a free society, but until you are financially free, you are never truly free. Someone decides where you live, since it must be close to your job. The size of your house, the schools

you send your children to, the vacations you take, and the length of time you are away—all of this is dictated by your location and the size of your paycheck. Your life is controlled by your job.

Being totally financially free means you can live in any state, in any house, vacation where and when you want, and send your children to the college of their choice. The pursuit of freedom is a worthy goal.

The third level of pursuit is the most exhilarating.

Once I had made enough money to be free, helping others do the same became my focus.

Helping other people change their lives and reach their goals is so much more rewarding than anything you do for yourself.

Many of you will not believe me until you've experienced it.

I have helped people leave unpleasant jobs, move away from unpleasant circumstances, and take control of their lives all because of network marketing. I've had the opportunity to watch people change their attitude, their self-esteem, and become believers in their own gifts. Many of them have gone on to become leaders, motivational speakers, and successful business owners. Many became millionaires. Because of network marketing, I have friends all over the world.

One particular case is near and dear to my heart. Years ago, I spearheaded a company into Europe. While in England, I called a friend named Laura to see if she would be interested in working with a new company. I was unaware of the fact that she had purchased a beautiful home and had become

financially drained after a divorce.

The same day I called, she had just received a letter from the bank suggesting that she file for bankruptcy. She was extremely distraught and didn't want to. We decided her only option was for us to roll up our sleeves and build this new business together.

Within that year, she became the first person in Europe to make it to the top position with that company. Within eighteen months, she was highlighted in a major newspaper as one of the top 100 women income earners in the United Kingdom. She was number seventy. We were totally blown away.

It was one of the most exciting accomplishments in my network marketing career. It was much bigger than anything that I had ever accomplished just for myself.

The fourth level of pursuit is pretty lofty and revolves around the essence of network marketing as the leading edge of free enterprise.

Network marketing has the ability to change people—to change the way they think and the way they act.

I have seen network marketing create amazing teamwork, camaraderie, and esprit de corps among individuals working together to reach their common goals.

I have seen network marketing unite cultures and help people rise above race, gender, social, economic, and political differences.

I have seen network marketing create hope and optimism and empower people to take control of their lives.

Network marketing is a gift, and in the right hands, it can change the world. I know this from firsthand experience.

In 1994, I was on my way to Paris, France, to speak at the launch of an American network marketing company. A couple days before the launch, I was doing a meeting in Antwerp, Belgium. At the conclusion of the meeting, I was told that there was a gentleman waiting in the lobby who wanted to speak to me. I will never forget his story.

He was Croatian, and it was during the time when there was a war in his country between the Serbs and the Muslims. He was involved in another network marketing company, and he was looking at joining our company.

He proceeded to tell me about an organizational meeting that he had attended a few nights before in order to recognize and congratulate one of his distributors on their advancement. This meeting was in Croatia, where he had to cross a border and risk his life to enter into a very dangerous part of the country. Snipers were killing people there every day.

The meeting was held in the basement of a house in the war zone. Everyone that attended was risking their lives. Every day, they were smuggling their products across the border to build their businesses. But what was amazing was that at this meeting there were Serbs and Muslims, all sponsored by one another and all hugging and congratulating each other.

What a paradox:

Outside, there was war, hate, and destruction. Inside, there was peace, love, and harmony... and it was because of network marketing.

I saw clearly at that moment that this business was about so much more than just money. It was about bringing people together. It was about an unselfish commitment to help someone else become successful. It was about looking for the good in one another instead of the bad. It was about free enterprise and helping to change the financial status of one family, then two, then three. It was about bridging the gap between different cultures, religions, and ethnic backgrounds.

For the first time, I truly saw what an impact network marketing could have around the world.

And today, when I think about singing the praises of network marketing, I think about that Croatian man and his sacrifice to fulfill a dream. Then it becomes really clear. To those that embrace the power of network marketing, it ceases to be a business. To them, it becomes their life, and their life is magic.

Paula Pritchard was pursuing her doctorate degree while teaching at Kent State University when she was introduced to Amway. Out of a million distributors at the time, Paula was the first single woman in the United States to reach the coveted Diamond level. Since Amway, she has risen to the highest possible position and income levels with a number of network marketing companies, building organizations of over 200,000 distributors, in more than fifteen countries, producing hundreds of millions of dollars in business. Because of her success, Paula has also consulted with both established and new network marketing companies in both the United States and Europe.

As one of the most consistent top performers in network marketing, Paula has proven time and time again that her business building methods work. Her techniques for building large successful organizations have created many successful leaders in the industry and have been well documented in her book *Owning Yourself* and the CD audio training series *What You Need to Know to Build a Profitable Network Marketing Business*. Today Paula is known worldwide as one of the top network marketers, trainers and leadership developers. Additional information is available on her website at:
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